

# Konyagi

the spirit of the nation

## THE MARKET

Konyagi “the spirit of the nation” is one of the oldest and most famous Spirit brands in East Africa. With its citrus taste and aroma, the flavour is distinctively Konyagi. Every tourist visiting Tanzania aspires to climb Mount Kilimanjaro, go to the Serengeti and other National Parks and off course taste Konyagi!

The spirit is produced by Tanzania Distilleries (TDL) and remains its flagship brand. It is a unique spirit that is exceptionally smooth with a distinctive citrus taste. Konyagi is consumed throughout Tanzania and is regarded as the Tanzanian spirit of choice transcending all socio-economic classes. The brand targets all socio-economic classes, ages and genders. Konyagi has however, been placed in the mainstream category, a result that is very much driven by price.

In the last financial year produced 80,000 hectolitres were produced - equating to 42,000,000,000 Tsh.

Konyagi has been pleasing taste buds since 1971 and has stood the test of time ever since. With a market share of 60 percent, Konyagi is the brand leader in the spirit market. Konyagi's turnover for the last three years has grown at an average of 20 percent per annum, while the market share for the brand has also been growing steadily from 60 percent in 2007 to 71 percent in 2010.

## ACHIEVEMENTS

In 2008 Konyagi achieved ISO 9001 recognition, an international quality systems standard for its quality from production through to distribution and selling standards. This recognition was important for modernising the image of Konyagi and making it more relevant to today's consumer by building on its heritage and relevance as the sociable drink for all occasions.

## HISTORY

It has been 40 years since Konyagi has been in existence. This truly home grown brand was initially produced as a result of brewers of local “gongo” being encouraged to bring in their (sometimes lethal) brews to TDL who then redistilled them to produce a safer and cleaner drink. Hence the slogan “Kinywaji safi”

Due to the ever growing demand for Konyagi a new distillation process was introduced in 1979. The process evolved from a simple batch pot-still to continuous distillation by using Molasses as feedstock. This adaptation enabled TDL to increase its capacity to produce potable alcohol from 800 litres per day to an impressive 2,500 litres per day.



In 1997, a modern 3-column still with a capacity of 5000 litres per day was installed using raw spirit as feedstock. Due, to problems of effluent disposal at the factory in Dar-es-Salaam, the high cost of transporting molasses from up-country sugar mills and the cost of generating steam to operate the plant, this new distillation plant was later closed in 1998. Today Konyagi is produced from sugar cane using the same 3-column which produces alcohol of the purest quality.

## THE PRODUCT

Konyagi is part of the very fabric of Tanzania's development and represents the essential essence that Tanzanians carry into the future of its developing nation.

The current Konyagi product offering includes five pack sizes - 750mls which is for export purposes alone, 500mls (Mzinga), 200mls, 100mls, and 50mls. Konyagi has changed its labels at least three times in the last four decade. The brand has also considered changing the flat shape of the bottle, however this has been kept the same in order to differentiate this iconic brand from other spirit brands on the market.

Future plans are underway to introduce a premium Konyagi offering which will not only have a different label upgrade but also a different bottle.

## RECENT DEVELOPMENTS

TDL is expanding rapidly. In addition to its existing portfolio and to support local wine producers, a number of new brands are soon to be introduced into the market. Bismark Rock Dodoma and Imagi wines and Bongo Bond. These brands will support existing wines such as Overmeer Wine.

Due to the volume of sales and space constraints, TDL has expanded several of its operations. The sales and distribution department has moved from head office to another location and a new 100sq metre Konyagi Shop (depot) has been opened in Arusha, and one in Mwanza.

## PROMOTION

The brand is promoted through POS, print and electronic media. Broadcast Media includes ITV for stand-alone advertisements as well and radio stations. Print Media includes major daily newspapers Guardians, Citizens, Daily News, Mwananchi, Nipashe, and Tanzania Daima.

Patriotism is one of the key elements the brand uses in its campaigns, associating the slogan “the Spirit of the Nation” with being “Proudly Tanzanian”

Market visits are one of the promotional activities that are instrumental in the brands growth. These visits allow face to face interaction with customers, creating a greater awareness, enhancing brand loyalty and ensuring the brand is understood and appreciated by its target audience.

Konyagi also concentrates on in-bar promotions, which enable the brand to engage with consumers, making them feel part of the Konyagi family. Cocktail nights are also one of the brands promotional campaigns, allowing the

**Reach for the real spirit. Lift the soul.**

*Inspire your mind and stimulate your senses. Feel the spirit in your own individual way. The spirit that embodies the care-free, fun-loving nature of all Tanzanians. This is the spirit that brings us together. Konyagi, the true spirit of the Nation.*

**The Spirit of the Nation**  
Not for sale to persons under 18.

**Find the real spirit. Feel the movement.**

*Move with the times, feel the energy. Capture the spirit in your own style, your way. The spirit that embodies the care-free, fun-loving nature of all Tanzanians. The spirit that brings us together. Konyagi, the true spirit of the Nation.*

**The Spirit of the Nation**  
Not for sale to persons under 18.

**Seek the real spirit. Capture the rhythm.**

*Capture the rhythm and enter the Konyagi culture. In your own unique way you are part of the spirit that embodies the care-free, fun-loving nature of all Tanzanians. This is the spirit that brings us together. Konyagi, the true spirit of the Nation.*

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brand to interact and receive feedback from its consumers.

**BRAND VALUES**

Konyagi stands for heritage, pride, togetherness, friendliness, fun, sharing, warmth, and strength of character. The brand promises its customers the same uncompromised quality and taste that they have accepted and believed in since 1970. The brand also promises availability, accessibility and affordability.

Konyagi is committed to ensure that it remains the benchmark of the local spirit in Tanzania and customers continue getting the highest quality the spirit has to offer. To this end the brand has invested in the best machinery and a fully equipped quality control and assurance laboratory.

To reflect this brand promise the brand logo depicts Muscle man (Mzaramo) a symbol of strength of character and unity (this is shown in the grasping of the hands above his head), the flames indicate purity and the word Konyagi is an ethnic name.

To ensure consistency, safety and quality, Konyagi prides itself on its highly qualified production teams. To ensure every single bottle opened by the consumer is safe, the brand has enforced shrink sleeves on bottle tops.



**THINGS YOU DIDN'T KNOW ABOUT KONYAGI**

- Established in 1970, Konyagi “the Spirit of the Nation” is one of Tanzania’s oldest brands
- Konyagi is a 35 percent Abv. crystal clear alcohol with a citrus taste and aroma, the flavour is distinctively Konyagi and it has compliments a wide range of mixers, for example, Konyagi Cocktails
- Konyagi was first made from local brews “gongo” which were then redistilled to produce a safe and clean drink, hence adopting the word “Kinywaji safi”